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## **XinXiang Era Group Company Limited**

**新享時代集團有限公司**

*(formerly known as Jia Group Holdings Limited (佳民集團有限公司))*

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8519)**

### **CHANGE OF COMPANY NAME, STOCK SHORT NAMES AND COMPANY LOGO**

The Board is pleased to announce that the change of the English name of the Company from “Jia Group Holdings Limited” to “XinXiang Era Group Company Limited” and the adoption of the Chinese name “新享時代集團有限公司” as the dual foreign name of the Company to replace its existing dual foreign name in Chinese “佳民集團有限公司” were effective on 14 March 2024.

The stock short name for trading in the Shares on the Stock Exchange will be changed from “JIA GROUP” to “XINXIANG ERA” in English and from “佳民集團” to “新享時代” in Chinese with effect from 9:00 a.m. on 20 March 2024. The stock code of the Company on the Stock Exchange will remain unchanged as “8519”.

The Company has adopted  as the new logo with effect from the date of this announcement.

Reference is made to the circular of XinXiang Era Group Company Limited (formerly known as Jia Group Holdings Limited) (the “**Company**”) dated 31 January 2024 (the “**Circular**”) in connection with the Change of Name and the EGM poll results announcement of the Company dated 22 February 2024. Capitalised terms used in this announcement have the same meanings as those defined in the Circular unless otherwise stated.

## CHANGE OF COMPANY NAME

The Board is pleased to announce that following the passing of the special resolution for the Change of Name at the EGM held on 22 February 2024, the certificate of incorporation on change of name bearing the new English and Chinese names of the Company has been issued by the Registrar of Companies in Cayman Islands on 29 February 2024. The conditions for the Change of Name have therefore been satisfied and the change of the English name of the Company from “Jia Group Holdings Limited” to “XinXiang Era Group Company Limited” and the adoption of Chinese name “新享時代集團有限公司” as the dual foreign name of the Company to replace its existing dual foreign name in Chinese “佳民集團有限公司” were effective on 29 February 2024.

The Companies Registry in Hong Kong also issued the certificate of registration of alteration of name of registered non-Hong Kong company on 14 March 2024, confirming the registration of the new English and Chinese names of the Company in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong).

## CHANGE OF STOCK SHORT NAMES

The stock short name for trading in the Shares on the Stock Exchange will be changed from “JIA GROUP” to “XINXIANG ERA” in English and from “佳民集團” to “新享時代” in Chinese with effect from 9:00 a.m. on 20 March 2024. The stock code of the Company on the Stock Exchange will remain unchanged as “8519”.

## EFFECT OF THE CHANGE OF NAME

As mentioned in the Circular, the change of the Company’s name (the “**Change of Name**”) will not affect any rights of the Shareholders or the Company’s daily business operation and/or its financial position. All existing share certificates in issue bearing the present name of the Company, after the Change of Name becoming effective, will continue to be evidence of legal title to the Shares and will be valid for trading, settlement and registration purposes. Accordingly, there will not be any arrangement for free exchange of existing share certificates for new share certificates under the Company’s new name. After the Change of Name becomes effective, any issue of share certificates will be under the new name of the Company.

## CHANGE OF COMPANY LOGO

The Company has adopted  as the new logo with effect from the date of this announcement.

## CHANGE OF COMPANY WEBSITE

The website of the Company will be changed from “https://www.jiagroup.co” to “www.xinxiangera.com” with effect from 20 March 2024. All announcements, notices or other documents submitted by the Company for publication on the websites of The Stock Exchange of Hong Kong Limited will also be published on this new website of the Company.

By Order of the Board  
**XinXiang Era Group Company Limited**  
**Liu Enyu**  
*Chairman and Non-Executive Director*

Hong Kong, 15 March 2024

*As at the date of this announcement, the Board comprises Ms. Wan Suet Yee Cherry and Mr. Kong Linglei as executive Directors; Mr. Peng Ben and Mr. Liu Enyu (Chairman) as non-executive Directors; Ms. Deng Yongling, Ms. Mao Xiaobi and Ms. Ma Lina as independent non-executive Directors.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of the Stock Exchange for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the “Latest Listed Company Announcement” page of the Stock Exchange website at (www.hkexnews.hk) for at least seven days from the date of its posting and on the Company’s website (www.xinxiangera.com).*